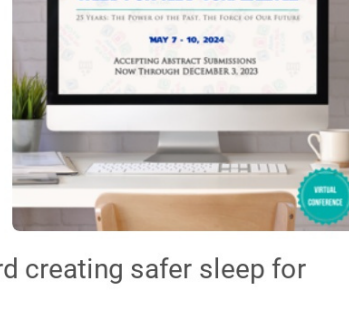


Safe Sleep Certified Hospital Notes

Cribs for Kids 1st Friday Update -Nov '23-Vol.4,#4

8th National Cribs for Kids Conference - Abstract Deadline Extended to 12/3

The 8th National Cribs for Kids Conference, **25 Years - The Power of the Past, the Force of Our Future**, will be held virtually from May 7th-10th, 2024. This one-of-a-kind Infant Safe Sleep Conference revolves around Equity, Community, Messaging, and Barriers to Change. We welcome abstracts highlighting successful initiatives, awareness campaigns, and innovative approaches to infant safe sleep. As an Infant Safe Sleep Certified Hospital, we hope you'll consider submitting an abstract for a poster, workshop, podium, or plenary session. Sharing your knowledge and experience with an audience of fellow change-makers fosters collaborative efforts toward creating safer sleep for infants.



Abstract Submissions Accepted through December 3, 2023

Early Bird Registration Is Also Open

[National Cribs for Kids Conference – Cribs for Kids](#)

Hospital Initiative: National Network of Perinatal Quality Collaboratives

The National Network of Perinatal Quality Collaboratives (NNPQC), an initiative funded by the CDC, launched a new public website at www.nnpqc.org.



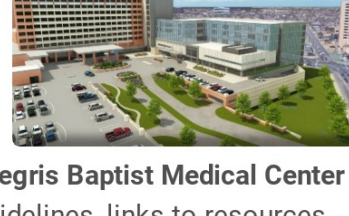
The website features a short documentary about the impact of PQC on maternal and infant health disparities, along with an interactive map with PQC contact and activity information. PQC members can also access the PQC Portal, a new online collaboration tool, to communicate and share about their projects. NICHQ currently serves as the coordinating center for the NNPQC. Cribs for Kids works with several PQCs to reduce infant mortality via infant safe sleep. **Does your hospital participate in its PQC?** Know that we are here to support your state's efforts and are available to bring our programs and education to your PQC to support its goals.

NNPQC Resources & Information:

[The National Network of Perinatal Quality Collaboratives \(NNPQC\)](#)

Quick Link - Safe Sleep Education on Your Hospital's Website

Infant Safe Sleep Certified Hospitals are expected to offer safe sleep education on their hospital website, both linkable and searchable, much like we typically see with car seat safety and breastfeeding support. Simple requirements are outlined in the **Certification Manual** and links provided in the **Tool Kit**. We also share other examples via this e-newsletter, like this one hosted by **Integris Baptist Medical Center** in Oklahoma City. Their site includes information infant safe sleep guidelines, links to resources, and even info about other Integris hospitals earning certification. Here's a quick link you may want to share with your marketing or website point of contact.



<https://integrisok.com/resources/articles/infant-safe-sleep>

Quick Link - AAP Recommendation & Social Media: Vaccine Fact Check

The AAP has consistently included vaccines in its recommendations, stating simply "It is recommended that infants be immunized in accordance with guidelines from the AAP and CDC". The reference section of their safe sleep policy statement and technical report cites research supporting the recommendation. Social media continues to be a source of misinformation regarding vaccines and SUID including a recent viral claim on Instagram. Here's a quick link to an easily accessible fact check article you may want to share with staff and caregivers.



[Infant vaccinations may reduce likelihood of SIDS | Fact check \(usatoday.com\)](#)

Quick Link - AAP Recommendation & Product Info: Weighted Blankets & Products

In their Updated 2022 Recommendations for Reducing Infant Deaths in the Sleep Environment the AAP states: "It is recommended that weighted blankets, weighted sleepers, weighted swaddles, or other weighted objects not be placed on or near the sleeping infant". Although available evidence does not indicate that weighted infant sleep products are safe for infants, they remain on the market and in families' homes. Notably, these products are also not required to meet any federal safety standards. Regulators say one such product was linked to at least one infant death. Here's a quick link from Consumer Reports you may want to share with staff and caregivers.



[Weighted Baby Blankets, Sleep Sacks, and Swaddles Are Not Safe - Consumer Reports](#)

Action Item: See Something, Send Something

A recent study found 3 out of 4 sleeping baby stock images promote unsafe sleep (<https://www.diyphotography.net/3-out-of-4-sleeping-baby-stock-images-promote-dangerous-environments/>). This likely comes as no surprise to anyone reading this e-newsletter. Cribs for Kids team members have had modest success when sending the following message to those using these images. We thought our safe sleep collaborators might want to do the same. We hope you'll consider sending this message along to like-minded colleagues, asking them to take this step when they spot an unsafe sleep photo either on line or on a product label or box. Here is our message:



Thank you for (purpose of information shared) via (source/link referenced article, post or photo). It seems the image used portrays unsafe sleep (include unsafe photo notes ie, baby is on its side, a soft blanket wrapped around the baby with items in sleep space) This photo is not compliant with the American Academy of Pediatrics safe sleep recommendations and instead shows suffocation risks. Would you consider updating the image? Cribs for Kids, a non-profit national infant safe sleep initiative, offers free photos that align with the AAP's infant safe sleep recommendations. These photos along with safe sleep photo guidelines are available free of charge on their website using the links below. Thank you in advance for your support of infant safe sleep to keep our babies alive,

Link to Safe Sleep Photos:

<https://www.flickr.com/photos/195093093@N03/sets/72177720299299323/>

Link to Safe Sleep Photo Guidelines: <https://cribsforkids.org/wp-content/uploads/HC22.PhotographyGuidelines2020.pdf>

October Infant Safe Sleep Hospital Certification Awards

Congratulations to hospitals earning their first Infant Safe Sleep designation, or their second five-year award, or using the annual report process to expand their safe sleep designations. Well done!

Silver

- Initial five-year designation awarded to **Lutheran Medical Center** in Colorado.
- Second five-year designation awarded to **Franciscan Health Mooresville** in Indiana.
- Upgrade awarded to **Logansport Memorial Hospital** in Indiana.

Gold

- Initial designation awarded to **Logan Health - Whitefish** in Montana.
- Second five-year designation awarded to **Exeter Hospital** in New Hampshire and **McLeod Regional Medical Center** in South Carolina.
- Upgrade awarded to **Integris Baptist Medical Center** in Oklahoma and **Riverside Shore Memorial Hospital** in Virginia.

Congratulations to each of these hospitals and their safe sleep teams for their initial, ongoing, and expanding commitment to infant safe sleep care.

Database of Infant Safe Sleep Certified Hospitals on the program's landing page:

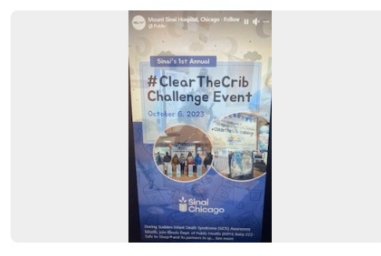
<https://cribsforkids.org/hospitalcertification/>



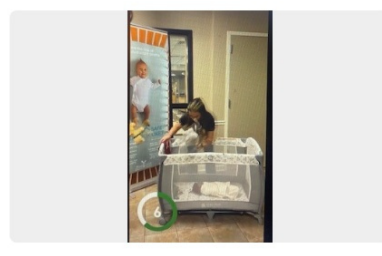
Fun Foto Feature - #clearthecrib

How great to see so many #clearthecrib videos filling the social media feeds throughout October. Across the country, we saw teams from Healthy Start agencies, Departments of Health, injury prevention coalitions, pre-natal clinics, and pediatrician offices clearing those cribs with enthusiasm! Some were so fast we were relieved to see the baby still in the sleep space! A special shout out to all of the hospitals that joined in the fun, posting their videos across the month using the hashtag. We are featuring a few of them in our fun fotos below. **Mount Sinai** pulled out all the stops by hosting its first **Clear the Crib Challenge Day!** If you'd like to see the #clearthecrib posts, just search for that hashtag in your social account.

We love to share your Fun Fotos. Send them to hospitalcertification@cribsforkids.org.



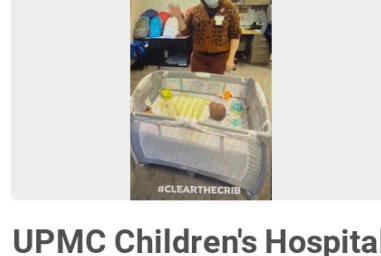
Mount Sinai Hospital in Illinois



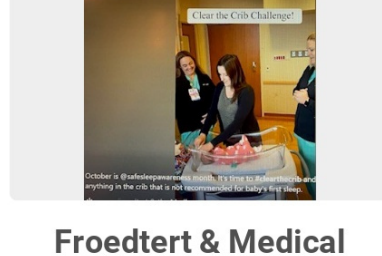
Huntsville Hospital for Women & Children in Alabama



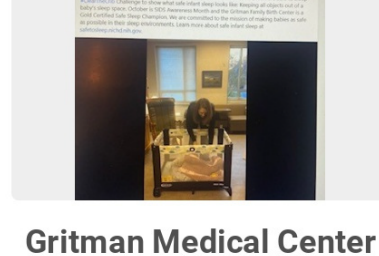
East Jefferson General Hospital in Louisiana



UPMC Children's Hospital in Pennsylvania



Froedtert & Medical College in Wisconsin



Gritman Medical Center in Idaho

Thank You for Being Part of our Infant Safe Sleep Family. Happy Thanksgiving!



Devon George

Devon is using Link to create beautiful newsletters